



# CUSTOMER ONE VIEW

BRIDGING THE GAP BETWEEN ENTERPRISE MARKETERS AND CUSTOMERS

Customer One View gives a holistic view of the customer by aggregating the information across various data sources. It enables Enterprise Marketers to attain a better understanding of users and thereby improve the performance of marketing campaigns for successfully targeting, acquiring, and retaining customers.

## ? Problems faced by Enterprise Marketers

### Siloed Data

Data existing in silos with different departments leads to multiple ineffective customer touchpoints resulting in negative customer experience.

### Legacy Systems

Organizations sit over a heap of valuable customer data but don't use it. Legacy systems with the inability to integrate data act as barriers to achieve the goals of data integration from disparate sources and create an enriching customer experience.

### Non-integrated customer profile

Isolated data poses a challenge of not achieving a unique user identity across data sources, resulting in non-contextual marketing campaigns.



## Solution

Integration of data from online and offline channels enables marketers to gain a deep understanding of user interests and preferences. A single user view can be derived with the use of a Customer Data Platform (CDP) to match the identity of a user across different data sources and personalize the experience with contextual messages.



## Achieve customer one view with a CDP

The user data from first, second and third party flows into a Customer Data Platform (CDP) to map the common identifier (like the CRM ID, Email ID/Contact Number or any other unique identifier) across different sources. Valuable insights can be gained using the CDP to derive a single unified view of the customer and hyper-personalize the experience with targeted campaigns.